

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Health, Medical and Family Welfare Department - Constitution of Communication for Development Cell (C4D) under the Aegis of the Commissioner Health & Family Welfare, AP, Hyderabad -Orders Issued.

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HEALTH MEDICAL AND FAMILY WELFARE ( D2) DEPARTMENT

G.O.Rt.No.1769

Dated: 27.10.2011.

Read:

From the Commissioner of Health and Family Welfare, brief note on  
formation of C4D cell, dt. 30.8.2011.

**ORDER**

In the brief note read above, the commissioner of health and Family welfare has stated that the Director Public Health & Family Welfare, Andhra Pradesh has submitted a proposal to strengthen the IEC / BCC activities in Andhra Pradesh by integrating the IEC staff under the above referred MEM, SHEB and APVVP. The proposal also suggests for deployment of the existing IEC staff available under different heads of the department and out source professional experts for certain functions for which the expertise does not exist within the department, on the lines of Communication for Development (C4D) Cell or IEC Wing established in the Director of Health & Family Welfare in Karnataka State.

2. The objective of the integrated C4D Cell is to streamline the IEC / BCC functions and ensure their effective planning, implementation and monitoring at all levels, contributing to programme outcomes of different vertical programmes.
3. The C4D Cell will have the following divisions :
  - a) Publication Division
  - b) Research, planning, project Division
  - c) Monitoring and Evaluation Division
  - d) Media Division
  - e) Administrative Division
4. The Government after careful consideration of the proposal of Director of Public Health & Family Welfare, Andhra Pradesh, hereby order the establishment of an integrated C4D Cell under the aegis of the Commissioner, Health & Family Welfare with the above mentioned divisions and redeploying the existing posts as given in the annexure to this Order.
5. The Commissioner of Health and Family Welfare is permitted to take the regular employees mentioned in the Divisions in Annexure on deployment and recruit the other Staff through Outsourcing wherever applicable in the Annexure, meeting the expenditure from NRHM funds.
6. The Order also accords necessary permission to identify and provide necessary suitable space for the C4D Cell within the department of Health & Family Welfare building at Koti with infrastructure such as equipment (computers, scanner, printers, internet connection, phone connection, photo copier) and furniture & fixtures as needed for the C4D Cell team, meeting the expenditure from NRHM funds. The Joint Director, IEC/BCC is overall in charge to co-ordinate the C4D cell.
7. The Commissioner, Health & Family Welfare shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.R.KISHORE  
PRINCIPAL SECRETARY TO GOVERNMENT

To,  
The Commissioner, Health and Family Welfare, AP, Hyderabad

Copy to:

The Director, Public Health & Family Welfare, A.P, Hyderabad.  
The Commissioner, A.P.V.V.P. Hyderabad.  
The Mission Director, NRHM, AP, Hyderabad.

// FORWARDED :: BY ORDER //

SECTION OFFICER

Contd..to Annexure

**Annexure to G.O.Rt.No.1769, HM&FW(D2) Deptt. dt.27.10.2011.**

**Publication Division- I**

| Sl.No. | Name of the Post                       | Deployment / Out Sourcing |
|--------|--|---------------------------|
| 1      | JD/DD APSACS, Technical Officer (SHEB) | Regular                   |
| 2      | Dy. DEMO                               | Regular                   |
| 3.     | Editor                                 | Out sourcing              |
| 4.     | Creative Art Designer                  | Out Sourcing              |
| 5.     | Assistant. Cum Computer Operator       | Out sourcing              |

**Functions**

1. Publication of Health Medical and Family Welfare Department, Monthly bulletin in the name of ArogyaSamacharam.
2. Development, printing & distribution of publicity material
3. Publication of manuals and references guides for various categories in the department.
4. Publication of calendars on Health and Family Welfare Programmes.
5. Publication of books on health issues written by departmental personnel.
6. Collection and dissemination of information on the latest developments in Public Health
7. Compilation of information released by WHO and Other World Health Agencies
8. Collection of information on the Public Health initiatives of other States and other parts of the world.
9. Establishment and maintenance Central Health Library.

**Research , planning, projects Division- II**

| Sl.No. | Name of the Post                | Deployment / Out Sourcing |
|--------|---------------------------------|---------------------------|
| 1      | Consultant RNTCP                | Contractual               |
| 5      | Research Officer                | Out Sourcing              |
| 6      | Research Assistant              | Out Sourcing              |
| 7      | Statistical Assistant           | Out Sourcing              |
| 8      | Assistant Cum Computer Operator | Out Sourcing              |

**Functions**

1. Conducting field research (qualitative as well as quantitative) to design communication campaigns
2. Pre test all types of communication materials with the intended audiences using participatory methods
3. Facilitating field research during times of disease outbreaks and health emergency etc
4. Providing research analyses to the HOD's for programme planning
5. Liaison with Health wings of Urban Local Bodies.

**Monitoring and Evaluation Division- III**

| Sl.No. | Name of the Post                  | Deployment / Out Sourcing |
|--------|-----------------------------------|---------------------------|
| 1      | Monitoring & Evaluation Officer   | Out Sourcing              |
| 2.     | Monitoring & Evaluation Assistant | Out Sourcing              |
| 3.     | MO, MSW, PHN, HE                  | Regular                   |
| 4.     | Assistant. Cum Computer Operator  | Out Sourcing              |

**Functions**

1. Develop a monitoring & evaluation system covering SBCC activities at village / GP, Mandal, division, district and state level
2. Collect, compile and analyze reports generated at different levels to track process as well as behavioral indicators
3. Undertake field visits and / or conduct third party monitoring and regular intervals for validation of reports submitted by the field and advise the supervisors for any course corrections, as needed
4. Commission evaluation of SBCC interventions to assess impact on behaviors around focus issues among intended audience

**Media division – IV**

| Sl.No. | Name of the Post   | Deployment / Out Sourcing |
|--------|--|---------------------------|
| 1      | Technical Officer Media Unit (SHEB) / Joint Commissioner IEC APVVP | Regular                   |
| 2.     | Health Educator  |                           |
| 3.     | Media Planner  | Out Sourcing              |
| 4.     | Assistant. Cum Computer Operator                                   | Out Sourcing              |

**Functions**

1. Using the research findings, develop an evidence based, thematic SBCC campaigns
2. Coordinates with professional ad agencies / graphic designers for development of prototypes of communication materials (print & outdoor) and audio / video producers for production of TV spots, TV scrolls, short films / documentaries, cinema slides, audio spots & jingles etc

3. Develop protocols and guidelines for execution of various SBCC activities at district and state level
  4. Presentation of Tableaus and installation of exhibitions stalls at state and district level
  5. Coordinate event management for celebration of important days such as World Health Day, World Population day and other relevant events.
  6. Maintain liaison and coordinate with the Central and State Government media agencies (DAVP, Song & Dram Division, I&PR deptt.) and other private media agencies
1. Develop a training plan for Inter Personal Communication (IPC) skill building of frontline functionaries.
  2. Design programmes for capacity building of frontline functionaries in use of different tools for IPC and social mobilization
  3. Develop a plan for training of block and district level IEC functionaries in strategic management (planning, implementation, monitoring) of SBCC
  4. Capacity building and sensitization activities for the Medical and Health Person and other peripheral workers in the Health care service delivery system.

| Administrative Division – V |                                  |   |
|-----------------------------|----------------------------------|---|
| Sl.No.                      | Name of the Post                 | Deployment / Out Sourcing   |
| 1                           | Assistant Director (Admn)        | GazettedAst. (SHEB)   |
| 2                           | Office Superintendents (2)       | 1 Out of 3 Sanctioned posts in SHEB and I from MEM wing of CH&FW                                |
| 3.                          | Sr. Assistants (4)               | 2 out of 4 Sanctioned posts in SHEB and 2 from MEM wing of CH&FW                                |
| 4.                          | Jr. Assistants (2)               | 1 from 2 sanctioned posts in SHEB and 1 from MEM wing of CH&FW                                  |
| 5.                          | Typist (1)                       | 1 Sanctioned post in SHEB   |
| 6.                          | Assistant. Cum Computer Operator | Out Sourcing  |
| 7.                          | Drivers (4)                      | 3 out of 4 sanctioned posts of Driver in SHEB and one post of MEM of CH&FW                      |
| 8.                          | <u>Class IV staff</u>            | 6 out of 16 posts of Attenders sanctioned in SHEB and two [posts attenders in MEM wing of CH&FW |
|                             | <u>a.Attenders 8</u>             |   |
|                             | <u>b.Sweepers (2 )</u>           |   |
|                             |                                  | 2 posts of sweepers sanctioned in SHEB  |

K.R.KISHORE

PRINCIPAL SECRETARY TO GOVERNMENT

SECTION OFFICER